



# 2025 SPONSORSHIP



# WHAT IS DINING OUT FOR LIFE?

- Created in 1991, **Dining Out For Life** (DOFL) is a trademarked international fundraiser conducted by more than 60 cities that raises over \$4 million for HIV/AIDS annually.
- This year, 120 restaurants, 40,000 diners, 60 volunteer ambassadors, and YOU will help us raise over \$220,000 on Thursday April 24, 2025 to support people living with HIV in Minnesota. Each restaurant donates a minimum of 25% of all food sales and diners give generously to help us reach our goal. All proceeds from **Dining Out For Life** supports services for people living with HIV provided by **The Aliveness Project**.



# SPONSORSHIP OVERVIEW

- **Dining Out For Life** provides significant benefits to event sponsors. Collectively, the marketing campaign, publicity, advertising and promotions generate more than **SIX MILLION impressions** for sponsors during the months leading up to the event.
- Sponsor benefits include recognition in **Dining Out For Life** ads, along with print materials, email blasts, social media campaigns, and news coverage about DOFL.
- The Aliveness Project will work with sponsors to create exclusive opportunities. For example, these may include:
  - in-restaurant brand experiences
  - sweepstakes prize affiliation
  - signature drinks/cocktails
  - and/or choose to host an entire restaurant for the night to entertain and engage clients and colleagues.

Media	Impressions	Value
Print Media	3,310,773	\$39,729
Television	1,267,579	\$15,211
Earned Media	415,494	\$4,986
Online Ads	390,948	\$4,691
Radio	355,700	\$4,268
Social Media	113,161	\$1,358
Eblasts	123,414	\$1,481
Printed Materials	67,200	\$806
<b>TOTAL</b>	<b>6,044,269</b>	<b>\$72,351</b>

# ABOUT THE ALIVENESS PROJECT

- **The Aliveness Project** was founded as a community center for and by people living with HIV. For over 35 years, **Aliveness** has been facilitating connection to community, offering nutrition and wellness services, and connecting people to care at no cost.
- Our mission is to link people living with HIV to resources to lead a healthy, self-directed life. We believe everyone should have the opportunity to live a life free of isolation, discrimination, or being stigmatized.
- By investing in **The Aliveness Project**, you will have a significant positive impact on people living with HIV in Minnesota.



# OUR SERVICES

Anyone living with HIV who lives in Minnesota can become a member of Aliveness and access all services at no cost.

- **Outreach & Prevention** – provides education to our communities about HIV/AIDS, free rapid HIV testing, health care linkage, and now a free PrEP clinic
- **Meal Program** – hot meals are scratch-cooked, featuring a nutritious entrée, side dishes, salad, soup, and dessert five days a week
- **Food Shelf** – members may select groceries including non-perishable items, produce, meat, and dairy to meet their individual dietary needs
- **Medical Nutritional Therapy** – our registered dietitian offers workshops and one-on-one counseling to understand members' individual dietary needs
- **Case Management** – case managers link members to basic needs including healthcare, housing, and transportation to ensure they can meet their full health potential
- **Rapid Re-Housing** – Housing has become an especially fast growing area of need from our members. To meet that need Aliveness has opened a new rapid re-housing program to find our members safe, affordable housing.



# 2025

## SPONSORSHIP OPPORTUNITIES





# A LA CARTE

Maximize your sponsorship experience with these exclusive add-on options. Increase your visibility, gain interest, and expand your reach by taking advantage of these additional opportunities.



## MATCHING SPONSOR

Dedicated promotion as matching sponsor for donations.

(1) Exclusive Sponsorship Available

**\$10,000**



## EVENT BAG NAMING

Place your logo on the Restaurant Kit bags for everyone to see!

(1) Exclusive Sponsorship Available

**\$1,000**



## EVENT LANYARDS

High visibility with your branding being worn by every volunteer.

(1) Exclusive Sponsorship Available

**\$800**



## OFFICIAL DRINK

Co-branding with DOFL as official drink on all promotional material.

(1) Exclusive Sponsorship Available

**\$5,000**



## EVENT PENS

High visibility with your branding being used by every donor.

(1) Exclusive Sponsorship Available

**\$500**



## GIVEAWAY SPONSOR

Co-branding with DOFL as official giveaway on donation material.

(1) Exclusive Sponsorship Available

**\$2,500**



## EMAIL BLAST

DOFL will send an email blast on your behalf to all donors.

One Time Use

**\$250**



# TIMELINE

# DINE OUT. END HIV.

For the full rights and benefits associated with sponsoring **Dining Out For Life** in April 2025, **The Aliveness Project** respectfully requests all sponsorship commitments by:

**February 28<sup>th</sup> 2025**

Contact:

**Dylan Boyer**  
612.822.7946 x207  
dylan@aliveness.org

The Aliveness Project is a 501(c)3 nonprofit organization, EIN 41-1593900. Your sponsorship is tax-deductible to the extent allowed by law. Please consult your tax advisor.



**THANK  
YOU!**



**DINING OUT  
FOR LIFE**

